<u>What is claimed:</u>

1.   An computer system comprising:

a CPU;

a memory medium coupled to the CPU, wherein the memory medium stores program instructions which are executable by the server CPU to:

determine if an identification should be distributed;

distribute the identification if the identification should be distributed;

determine if an advertisement should be distributed;

distribute the advertisement if the advertisement should be distributed;

determine if media should be distributed;

determine media to distribute, if media should be distributed; and

distribute the media, after determining the media to distribute;

wherein the computer system is operable to distribute the media.

2.   The computer system of claim 1, wherein the program instructions are further executable by the server CPU to:

store an occurrence of distributing the identification.

3.   The computer system of claim 1, wherein the program instructions are further executable by the server CPU to:

store an occurrence of distributing the advertisement.

4.   The computer system of claim 1, wherein the program instructions are further executable by the server CPU to:

store an occurrence of distributing the media.

5.   The computer system of claim 1, wherein the program instructions are further executable by the server CPU to:

determine one or more attributes associated with the media.

6. The computer system of claim 5, wherein an attribute of the one or more attributes associated with the media indicates a type of media.

7. The computer system of claim 5, wherein an attribute of the one or more
5   attributes associated with the media indicates length of the media.

8. The computer system of claim 5, wherein an attribute of the one or more attributes associated with the media indicates a beat of the media.

10   9. The computer system of claim 5, wherein an attribute of the one or more attributes associated with the media indicates an alternate start of the media;
        wherein the program instructions are further executable by the server CPU to:
            start distributing the media at the alternate start of the media.

15   10. The computer system of claim 5, wherein an attribute of the one or more attributes associated with the media indicates an alternate stop of the media;
        wherein the program instructions are further executable by the server CPU to:
            stop distributing the media at the alternate stop of the media.

20   11. The computer system of claim 5, wherein an attribute of the one or more attributes associated with the media indicates an alternate start of the media.

12. A carrier medium comprising program instructions for distributing information, wherein the program instructions are computer-executable to:
25   determine if an identification should be distributed;
            distribute the identification if the identification should be distributed;
            determine if an advertisement should be distributed;
            distribute the advertisement if the advertisement should be distributed;
            determine if media should be distributed;
30   determine media to distribute, if media should be distributed; and
            distribute the media, after determining the media to distribute.

13.   The carrier medium of claim 12, wherein the program instructions are further executable to:

store an occurrence of distributing the identification.

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14.   The carrier medium of claim 12, wherein the program instructions are further executable to:

store an occurrence of distributing the advertisement.

10   15.   The carrier medium of claim 12, wherein the program instructions are further executable to:

store an occurrence of distributing the media.

16.   The carrier medium of claim 12, wherein the program instructions are

15   further executable to:

determine the media to distribute.

17.   The carrier medium of claim 12, wherein the program instructions are further executable to:

20   determine one or more attributes associated with the media.

18.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates a type of media.

25   19.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates length of the media.

20.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates a beat of the media.

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21.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates an alternate start of the media;

wherein the program instructions are further executable by the server CPU to:

start distributing the media at the alternate start of the media.

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22.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates an alternate stop of the media;

wherein the program instructions are further executable by the server CPU to:

stop distributing the media at the alternate stop of the media.

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23.   The carrier medium of claim 17, wherein an attribute of the one or more attributes associated with the media indicates an alternate start of the media.

24.   A method for selecting and distributing information in an information

15   distribution system, the method comprising:

an information selection server indicating a possible selection of information to a user;

selecting information for distribution from the possible selection of information;

receiving the information for distribution;

20   a computing device distributing the information for distribution.

25.   The method of claim 24, wherein said receiving includes receiving a removable memory medium which includes the information for distribution.

25   26.   The method of claim 24, wherein said selecting the information for distribution includes selecting audio information.

27.   The method of claim 26,

wherein the audio information includes an advertisement.

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28.   The method of claim 26,

wherein the audio information includes a promotion.

29.   The method of claim 24, wherein said selecting the information for distribution includes selecting video information.

30.   The method of claim 29,
wherein the video information includes an advertisement.

31.   The method of claim 29,
wherein the video information includes a promotion.

32.   The method of claim 24,
wherein a venue comprises the computing device;
wherein a representative of the venue performs said selecting.

33.   The method of claim 24,
wherein the computing device is operable to be coupled to one or more audio output devices.

34.   The method of claim 24,
wherein the computing device is operable to be coupled to one or more video output devices.

35.   The method of claim 24, wherein said indicating includes indicating the possible selection of information in a HTML format.

36.   The method of claim 24, wherein said indicating includes indicating the possible selection of information in an audio format.

37.   The method of claim 24, wherein said indicating includes indicating the possible selection of information in an electronic mail (email) format.

38.   The method of claim 24, wherein said indicating includes indicating the possible selection of information with an embedded program.

39.   The method of claim 24, wherein said indicating includes indicating the possible selection of information in an embedded script.

40.   The method of claim 24, wherein said selecting information for distribution from the possible selection of information includes sending a selection from a communication device.

41.   The method of claim 40,
wherein the selection is in an audio format.

42.   The method of claim 41, wherein the audio format includes speech.

43.   The method of claim 41, wherein the audio format includes one or more dual tone multi-frequency (DTMF) formats.

44.   The method of claim 24,
wherein the selection is in a text format.

45.   The method of claim 24, wherein said selecting information for distribution from the possible selection of information includes using a voice extensible markup language (VoiceXML) format.

46.   The method of claim 24, wherein said indicating includes using a voice extensible markup language (VoiceXML) format.

47.   The method of claims 24, wherein said selecting includes selecting information from a genre.

48.   An information distribution system comprising:

a network;

one or more media distribution access points coupled to the network, wherein each distribution media access point is operable to be coupled to one or more output devices, wherein each media distribution access point operable to communicate identification information indicating an identity of the media distribution access point;

an information distribution computer coupled to the network, wherein the information distribution computer is operable to distribute information to each media distribution access point of the one or more media distribution access points.

49.   The information distribution system of claim 48,

wherein a subset of the one or more distribution access points are coupled to the network in a wired fashion.

50.   The information distribution system of claim 48,

wherein a subset of the one or more media distribution access points are coupled to the network in a wireless fashion.

51.   The information distribution system of claim 48,

wherein a subset of the output devices are audio output devices.

52.   The information distribution system of claim 48,

wherein a subset of the output devices are video output devices.

53.   The information distribution system of claim 48,

wherein a first media distribution access point of the one or more media distribution access points is comprised in a first venue;

wherein a second media distribution access point of the one or more media distribution access points is comprised in a second venue.

54.   The information distribution system of claim 48,

wherein each media distribution access point in a subset of the one or more media distribution access points is operable to send an identification to the information distribution computer.